Permit #F00051969

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00051969 **Type of Permit:** FILMING **Release Date:** 04/27/2012

**Production Company** TOOL OF NORTH AMERICA

**Insured Company Name** TOOL OF NORTH AMERICA

Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

**Production Title** AD COUNCIL FOREST FIRES

**Type of Production** Commercial - PSA

**Producer** JACQUIE FRISCO

**Director** JASON ZADA

**1st AD** RUDY VAN ZYL

**Production Manager** BRIAN ARMSTRONG

**FilmL.A. Coordinator** JDP - Jason Del Paine

**Location Manager** ALEX OYERBIDE
Primary Phone Mobile - 818-652-5737
Secondary Phone

**Location Assistant** N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

## Fees

| | |
|---|---|
| Posting 1800 | $414.00 |
| Notification Charge | $155.00 |
| FILMLA MODIFIED PERMIT APPLICATION FEE | $50.00 |
| LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE | $1,330.00 |
| LA CITY FIRE SAFETY OFFICER | $960.00 |
| LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE | $380.00 |

**Total Permit Fee** $3,289.00

**Number of Locations** 2

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00051969 | **Location Manager** | ALEX OYERBIDE |
| **Production Company** | TOOL OF NORTH AMERICA | Primary Phone | Mobile - 818-652-5737 |
| **Insured Company** | TOOL OF NORTH AMERICA | Secondary Phone | |
| **Production Title** | AD COUNCIL FOREST FIRES | | |

**Location Address** 6335 Woodley Ave, Los Angeles, CA, 91406

**Location Name** WOODLEY PARK

**Location Type** Park

**Film Dates** 4/30/2012 - 4/30/2012 06:00 - 20:00 1 day

**Strike Dates** 5/1/2012 - 5/1/2012 07:00 - 14:00

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

**Please see attached documents**
51969, 501 (c) 3 Letter.pdf
51969, TOOL AA - ALEX.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 4000 gal water truck | 1 |
| 5 or 10 ton trucks | 3 |
| Cast/Crew vehicles | 55 |
| Cube Trucks | 3 |
| Generator | 2 |
| Motor Homes | 2 |
| Semi Trucks | 1 |
| Stakebed Trucks | 1 |
| Vans | 3 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 50 |
| LA City UFSO assigned | 29277 |
| Rec & Park Monitor required | 1 |

**Filming Activities** Atmospheric Smoke Effects; Equipment on property; Exterior Dialogue; Exterior establishing shots; Exterior motion without sound; SET DRESS PARKING LOT WITH PINE TREES; SPECIAL FX:; PFO CONTACTS SYE AND NICOLE;

**Special Effects:** F/X Permit # 17137

| Type | No. Times Per Day | No. Takes Per Take |
|---|---|---|
| Fire Bars | 1 | 1 |
| Fire Effects | 1 | 1 |
| Smoke effects | 1 | 1 |

Description of F/X Scene: effect - 4 simulate burning embers in controlled parking lot environment
effect 1 - simulate smoke effects using electric smoke machines, among the trees, our trees and the trees that exist at the park.
effect 2 simulate propane said flame bar in the foreground, in front of trees
effect 3 - simulate tree on fire using pre burned tree and 12' propane said flame bar in controlled parking lot environment .
effect 5 simulate ground on fire using straw and fuel mix in the same parking lot environment
We will have plywood on the to protect the ground for the fire shot in the parking lot.

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## Summary Information — Location



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|---|---|---|---|
| **Permit Number** | F00051969 | **Location Manager** | ALEX OYERBIDE |
| **Production Company** | TOOL OF NORTH AMERICA | Primary Phone | Mobile - 818-652-5737 |
| **Insured Company** | TOOL OF NORTH AMERICA | Secondary Phone | |
| **Production Title** | AD COUNCIL FOREST FIRES | | |

| | | | |
|---|---|---|---|
| **Jurisdiction** | **Political:** Los Angeles City - Council District 06 | **Police:** Los Angeles Police Department | **Fire:** Los Angeles City |
| **Thomas Guide** | **Page:** 531 | **Grid:** E7 | |

| | | |
|---|---|---|
| **Approvals** | LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE | Clarisse Ribeiro |
| | LOS ANGELES POLICE DEPARTMENT | Sam Park |
| | LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT | Bill Parker |

**Coordinator Note** UFSO REQUIRED:
04/30/2012, 0600-2000

**Parking**

**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00051969 | **Location Manager** | ALEX OYERBIDE |
| **Production Company** | TOOL OF NORTH AMERICA | Primary Phone | Mobile - 818-652-5737 |
| **Insured Company** | TOOL OF NORTH AMERICA | Secondary Phone | |
| **Production Title** | AD COUNCIL FOREST FIRES | | |

**Location Address** Penfield Ave., Labrador St. - Superior St., Chatsworth, CA, 91311

**Location Type** Street

**Film Dates** 4/30/2012 - 4/30/2012 05:00 - 20:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions**
All Vehicles must be parked legally.
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 3 |
| Cast/Crew vehicles | 55 |
| Cranes | 1 |
| Cube Trucks | 3 |
| Generator | 2 |
| Motor Homes | 2 |
| Picture vehicles | 4 |
| Semi Trucks | 1 |
| Stakebed Trucks | 1 |
| Vans | 3 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 50 |
| Off-Duty/Retired LAPD Officer(s) | 2 |

**Filming Activities** Atmospheric Smoke Effects; Camera in car; Drive by; Drive ups & away; Equipment on property; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior motion without sound; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; Talent walking on sidewalk, dogs, strollers. Overhead shot with 80' crane.;

**Jurisdiction** **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 500 **Grid:** E5

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Parking**

**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Other Location
6350 Woodley Ave, Los Angeles, CA, 91406

**Parking Notes**
Woodley Park

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| **Production Company** | TOOL OF NORTH AMERICA | Primary Phone | Mobile - 818-652-5737 |
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| **Production Title** | AD COUNCIL FOREST FIRES | | |

**Posting "No Parking" signs** B/S PENFIELD AV, LABRADOR ST. - 9800 PENFIELD AVE.
S/S LABRADOR ST., QUAKERTOWN AV - LUBAO AV.
E/S QUAKERTOWN AV, LABRADOR ST. - SOUTH 300'

**Approximate Footage** 1501 - 1800 **Log Number** 35061

**Date(s)** 4/30/2012 to 4/30/2012 **Time(s)** 00:00 to 00:00

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Permit #F00051969

April 20, 2012

Re: Fire Adapted Communities Public Service Advertising Campaign

To Whom It May Concern:

This letter will verify that the Ad Council has contracted with Draftfcb to develop a multifaceted public service advertising campaign with the goal to educate and encourage community members living in the Wildland Urban Interface to take preventative action in order to lessen the impact of wildfire on themselves and their communities by directing them to visit fireadapted.org to learn how. Any work created by Draftfcb for the campaign will be authentic public service advertisements (PSAs) and will only run in donated media space. The campaign is sponsored by the United States Forest Service, a division of the United States Departure of Agriculture, the National Fire Protection Agency, and the Ad Council, a 501(c) 3 compliant organization.

If you have any additional questions, please contact me at 202-331-5099 or e-mail me at agrant@adcouncil.org.

Regards,

Amy Gibson-Grant

Amy Gibson-Grant
Campaign Director

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1707 L Street NW, 6th Floor
Washington, DC 20036

# APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of **TOOL OF N AMERICA** ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf provided Principal has pre-approved such agreements. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated _____

By _____
Representative's Signature

| | |
|---|---|
| **TOOL OF N AMERICA** | **2210 BROADWAY** |
| Name of "Principal" (Production Company) | Principal's Address |
| **ALEX OYERBIDE** | **SANTA MONICA CA 90404** |
| Print Principal Representative's Name | City, State, Zip Code |
| **LOCATION MANAGER** | **8186525737** |
| Representative's Title (i.e. UPM, Loc Mgr) | Principal's Telephone Number |

INDEMNIFIED PERMIT